

## ABSTRACT OF THE DISCLOSURE

A display driver which drives a plurality of data lines of an electro-optical device includes a capture start timing setting register in which is set a period between a  
5 changing time of a given capture start timing instruction signal and a starting time of capturing the gray-scale data, and shift start signal generation circuit which generates a shift start signal based on a setting state of the capture start timing setting register. The display driver includes a shift register which shifts the shift start signal based on a given shift clock signal, and outputs a shift output, and a data latch which includes a plurality  
10 of flip-flops, each of which holds the gray-scale data based on the shift output from the shift register, and outputs a data signal corresponding to the gray-scale data held in the data latch to the data lines.